



NEWS & VIEWS

SBA News and Views is a monthly publication of the SBA Wisconsin District Office. Its purpose is to provide Wisconsin lenders and small business leaders with up-to-date information on SBA programs and small business issues. It is distributed at no cost, and the reprinting of articles is encouraged

Serving America's Small Businesses

Disaster Updates

U.S. Small Business Administration Wisconsin District Office

Eric Ness, District Director
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In this issue:

Disaster Updates.....	page 1 & 2
Calendar of Events Link.....	page 2
SBA Revisits Size Standard Proposal.....	page 2
Outreach Effort to Spanish-Speaking Community.....	page 2
SBA Agreement With AAWBA.....	page 3
Anniversary of 1964 Civil Rights Act.....	page 3
SBA, Ecuador Sign Statement of Collaboration.....	page 3 & 4
Tips for Business Success	page 4
June Lenders.....	page 4 & 5
June Microlenders.....	page 5
SBA Loan Programs Flyer.....	page 6

SBA Home Page
<http://www.sba.gov>
Wisconsin SBA Home Page
<http://www.sba.gov/wi>

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On June 21, 2004, the U.S. Small Business Administration announced that federal disaster loans are available to homeowners, renters and businesses in seven Wisconsin counties as a result of the damages caused by severe storms and flooding that began on May 19.

“SBA’s disaster declaration was issued after President Bush declared a major disaster for Wisconsin on June 19,” said SBA Disaster Area director, Michael C. Allen. The primary counties declared include: Columbia, Dodge, Fond du Lac, Jefferson, Kenosha, Ozaukee, and Winnebago in the State of Wisconsin.

SBA offers loans up to \$200,000 to repair disaster damaged primary residences. Homeowners and renters are eligible for loans up to \$40,000 to replace personal property such as furniture and clothing. Loans to businesses of all sizes and non-profit organizations are available up to \$1.5 million to repair damage to real estate, machinery and equipment, and inventory. Economic Injury Disaster Loans (EIDLs) are also available to small businesses unable to pay bills or meet operating expenses.

Interest rates can be as low as 2.875 percent for homeowners and renters and 2.750 percent for

businesses with terms up to 30 years. Loan amounts and terms are set by SBA and are based upon each applicant’s financial condition.

Additionally, small businesses located in the contiguous counties of Adams, Calumet, Dane, Green Lake, Juneau, Marquette, Milwaukee, Outagamie, Racine, Rock, Sauk, Sheboygan, Walworth, Washington, Waukesha, Waupaca, and Waushara in the State of Wisconsin and Lake and McHenry in the State of Illinois are also eligible to apply for EIDL assistance.

To be considered for all forms of disaster assistance victims must first call the Federal Emergency Management Agency (FEMA) at 1-800-621-FEMA (3362). Because a loan from the SBA is the primary source of Federal assistance for long-term recovery, most homeowners and renters and all business owners will receive an SBA low-interest disaster loan application in the mail after they register.

“Even if they don’t want a loan they should complete and return the SBA application. Failure to do so could eliminate them from getting other forms of assistance, including grants,” Allen added.

Applications for physical damage must be returned to the SBA by

August 18, 2004; the deadline for EIDL applications is March 21, 2005.

SBA To Stay In Counties

The U.S. Small Business Administration disaster loan staff will remain in Fond du Lac County after the joint state/federal disaster recover center closes on Friday July 2. Beginning Tuesday, July 6, SBA will operate a workshop at the Emergency Management Office, City/County Government Center located at 160 South Macy Street in Fond du Lac. The workshop will be open between the hours of 9:00 a.m. and 5:00 p.m., Monday through Friday, until further notice.

SBA disaster loan staff will also remain in Milwaukee County. Beginning Wednesday, July 14, SBA will operate a workshop in Milwaukee in the Fellowship Hall on the lower level of the Eastbrook Church located at 5345 N. Green Bay Avenue in Milwaukee. The workshop will be open Monday through Friday between the hours of 10:00 a.m. and 6:30 p.m., until further notice.

Even if you have insurance, you should call FEMA at 1-800-621-FEMA (3362) and register for assistance. This one call will get you referred to the agency best able to meet your disaster-related needs.

The filing for physical damage applications is August 18, 2004. The Disaster website is www.sba.gov/disaster_recov/index.html

Calendar of Events

SBA to Revisit Size Standard Proposal

The U.S. Small Business Administration announced that it is withdrawing proposed rules that would have changed the standards by which a business is designated 'small' for the purposes of government programs.

"Administrator Barreto has worked hard to make the SBA more like the small businesses it serves every day, and that means being responsive to our customers", SBA Associated Director Administrator for Government Contracting Allegra McCullough said. "That is why we have decided to revisit this issue. All new rules have a 60-day comment period. Because we know this issue was so important to America's small business owners, we actually extended that period to 105 days. During that time, we strongly encouraged our small business customers to contact us with their thoughts on the revisions. They did just that, and what they told us was, 'good intention, good idea, but needs a little more work.'

SBA Strengthens Outreach Efforts to Spanish-Speaking Community

SBA has published four new brochures in Spanish designated to provide its Spanish-speaking customers with additional, easy to use information about basic entrepreneurship and SBA resources.

Information for the Small Business Owner, How to Start Your Own Business: A Practical Guide, How to Finance a Small Business, and Assistance for Small Businesses at Women's Business Centers are the latest additions to the growing selection of educational, informational resources available in Spanish from the SBA.

The tri-fold, color brochures are designed as easy-to-use, quick-reference material with valuable information on important subjects such as: how to start a business, how to write a business plan, how to apply for a loan, where to get technical assistance and more.

The SBA is making these brochures available to the general public through its district offices as well as through resource partners such as Small Business Development Centers and Women's Business Centers in areas with large Hispanic populations throughout the country. They also will be available in electronic, downloadable (PDF) format on the SBA's Spanish language Website at www.negocios.gov.

The brochures complement efforts undertaken by the SBA in the last two years to better provide information to the nation's Spanish speaking community.

The SBA is working to expand its reach within the Spanish-speaking community, the largest ethnic minority in the country. Hispanic-owned businesses are one of the most dynamic segments of the U.S. economy. They account for about 8 percent of all U.S. businesses (close to 2 million), with an annual revenue of nearly \$200 billion.

SBA Agreement with AABWA Will Promote Small Business Trade with Africa

SBA and the American and African Business Women's Alliance (AABWA) have signed a co-operative agreement to promote programs that will help small businesses nationally, internationally, and to jointly participate in international trade opportunities, particularly on the African continent.

"This agreement further strengthens the traditionally strong ties between our organizations," said SBA Deputy Administrator Melanie R. Sabelhaus. "AABWA has always sought to empower business women by fostering opportunities and access to markets through networks, mentoring and leadership development, and the SBA is its strong advocate."

The Strategic Alliance Memorandum is a joint effort of SBA and AABWA to collaborate on joint initiatives that will benefit their respective small businesses and membership. Both organizations strive to develop small businesses and international trade, strategic business alliances and encourage mentor relationships between U.S. small businesses and the membership of the AABWA.

The two organizations have effectively agreed to share information on women's business ownership network, training, procurement and online programs – as well as international trade programs, export assistance, general resource, and other outreach

materials. All activities are subject to the availability of funding.

The implementation of the agreement began upon signing and the activities undertaken under its provisions will continue for two years, at which time they may be extended for a similar period.

Statement Commemorating 40th Anniversary of 1964 Civil Rights Act

To commemorate the 40th anniversary of the Civil Rights Act of 1964, SBA Administrator Hector V. Barreto issued the following statement:

"The passage of the Civil Rights Act of 1964 marked a major victory for America's better self. It is a major milestone in our ongoing national quest to give all Americans a fair shot at achieving the American Dream."

"Today, African-Americans who would have been denied equal access to hotels, restaurants, gas stations, and other public accommodations 40 years ago are now proud owners of these very accommodations. However, there is still much to be done. Our goal is an ownership society where all Americans will have the opportunity to own their own homes, to exercise greater control over their own health care – and to own their own businesses. The U.S. Small Business Administration is committed to helping make this vision a reality, and to honoring the legacy of the Reverend Dr. Martin Luther King Jr., who dreamt of the day 'when justice rolls down like waters, and

righteousness like a mighty stream.'

SBA, Ecuador Foreign Ministry Sign Statement of Collaboration

The U.S. Small Business Administration and the Ministry of Foreign Trade, Industrialization, Fishery and Competitiveness of the Republic of Ecuador have signed a Statement of Collaboration for the latter to join the Small and Medium Enterprise (SME) Congress of the Americas.

The SME Congress is a hemispheric network of micro, small, and medium enterprise providers created to enhance the ability of SMEs to participate and benefit from international trade opportunities and facilitate opportunities for SME trade linkages throughout the Americas. The SBA is the lead coordinator for the SME Congress.

The Statement of Collaboration was signed June 28, 2004 by the SBA Deputy Administrator, by Ecuador's Minister of Foreign Trade and signing as a witness was Ecuador's Ambassador to the United States.

The intention of the statement is to have the parties cooperate by:

- Engaging in dialogue with other organizations in the Western Hemisphere to consolidate, strengthen, and energize this network of SME service providers.
- Furthering the SME Congress of the Americas through their presence and participation in the first

SME Congress meeting in Santiago, Chile, scheduled to take place October 5-6, 2004.

- Informing the Summit of Americas coordinators in their respective governments of this cooperation, which relates to the Growth and Equity component of the Summit of the Americas Action Plan, signed in Quebec in 2001.
- Facilitating the sharing of information and experiences regarding small business development strategies, and product and services that each participant provides.

In recent months, the SBA has been very active in promoting international trade and the creation, expansion of new markets for U.S. businesses. Some of the most salient events in this area were:

- Signing a similar Statement of Collaboration with Colombia's Ministry of Trade, Industry, and Tourism to incorporate Colombia into the SME Congress of the Americas.
- Signing a Memorandum of Understanding with Ex-Im Bank on a program to enhance the ability of small businesses to gain access to capital for their export transactions.
- Participating in this year's U.S.-Mexico Partnership for Prosperity Entrepreneurial Workshop.

- Meeting with Mexican President Vicente Fox and Mexico's Minister of Commerce to discuss their interest in creating an agency modeled after the SBA in Mexico.
- Signing a Letter of Intent with the People's Republic of China to cooperate in facilitating U.S. exports to that country and work to foster contacts between U.S. SMEs and Chinese companies.
- Signing a Letter of Intent with the Israeli Small and Medium Enterprise Authority to initiate institutional cooperation.
- Participating in the second Ministerial Conference of the Organization for Economic Authority to initiate institutional cooperation.

Tips for Business Success

SBA Small Business Winner, Omni Tech Offers Tips for Success

HIGH INTEGRITY

High integrity should be the foundation you build your business upon. It is not something that you can "bluff" somebody with. Every company has various degrees of integrity and will attract employees, customers and suppliers with relatively the same degree of integrity as themselves. High integrity means that every decision at every level in the company is made with care and concern for all parties. Integrity starts from the top and works its way down. The

person at the head dictates their degree of integrity to their underlings who pass it on to those under them. This is particularly true in privately held companies because the control is within the company as opposed to public companies where control is often times confused between management and stockholders.

High integrity gains valuable respect from all entities you deal with. Relationships with employees, customers and all others you deal with will be easier to build and last longer because you exhibit high integrity.

SBA Lenders for June 2004

Abbotsford State Bank

Wausau – 1 Loan for \$10,000

Amcore Bank NA Rockford

Rockford, IL – 2 Loans for \$385,000

American National Bank Fox Cities

Appleton – 3 Loans for \$415,525

Anchor Bank SSB

Madison – 1 Loan for \$430,000

Associated Bank NA

Green Bay – 24 Loans for \$2,724,500

Bank Mutual

Milwaukee – 1 Loan for \$125,000

Bank of Kenosha

Kenosha – 1 Loan for \$60,000

Bank of Luxemburg

Green Bay – 1 Loan for \$143,000

Bank One NA

Columbus, OH
3 Loans for \$310,900

Baylake Bank

Sturgeon Bay
6 Loans for \$3,530,000

BLC Community Bank

Little Chute – 1 Loan for \$116,000

Bremer Bank

Menomonie – 1 Loan for \$100,000

Capital One Federal**Savings Bank**

Falls Church, VA

4 Loans for \$150,000

Charter Bank Eau Claire

Eau Claire – 1 Loan for \$110,000

CIT Small Business Lending**Corp.**

Morristown, NJ

1 Loan for \$179,500

Citizens Bank of Loyal

Neillsville – 1 Loan for \$90,000

Citizens Bank of Mukwonago

Mukwonago – 2 Loans for
\$175,000

Comerica Bank

Detroit, MI – 1 Loan for \$272,000

Community Bank & Trust

Sheboygan – 9 Loans for
\$2,516,000

Community First CU

Appleton – 3 Loans for \$348,500

Cornerstone Community Bank

Grafton – 1 Loan for \$132,000

Covantage Credit Union

Antigo – 1 Loan for \$67,950

Cuna Credit Union

Madison – 1 Loan for \$53,000

Dutrac Community CU

Dubuque, IA – 1 Loan for
\$112,500

F&M Bank-Wisconsin

Green Bay – 1 Loan for \$300,000

First Bank Financial Centre

Oconomowoc

3 Loans for \$1,003,000

First Banking Center

Burlington – 1 Loan for \$35,000

**First Citizens State Bank
of Whitewater**

Whitewater – 2 Loans for
\$780,000

First National Bank-Fox Valley

Menasha – 5 Loans for \$420,000

First State Bank

New London – 1 Loan for
\$470,000

Fortress Bank of Westby

Westby – 1 Loan for \$436,000

Green Lake State Bank

Green Lake – 1 Loan for \$600,000

Harris Bank Barrington NA

Barrington, IL

1 Loan for \$35,000

Hometown Bank

Saint Cloud – 4 Loans for
\$805,000

Innovative Bank

Oakland, CA

1 Loan for \$5,000

Intercity State Bank

Schofield – 1 Loan for \$97,500

Johnson Bank

Fort Atkinson

1 Loan for \$150,000

M&I Marshall & Ilsley Bank

Milwaukee – 24 Loans for
\$4,512,600

McFarland State Bank

McFarland – 2 Loans for \$123,000

**National Exchange Bank
& Trust**

Fond du Lac – 1 Loan for
\$150,000

Newtek Small Business**Finance Corp.**

New York, NY

1 Loan for \$1,475,000

Oak Bank

Fitchburg – 3 Loans for \$360,000

Ozaukee Bank

Cedarburg – 2 Loans for \$191,700

Park Bank

Holmen – 1 Loan for \$85,000

Milwaukee – 1 Loan for \$700,000

Total: 2 Loans for \$785,000

Peoples Bank of Wisconsin

Eau Claire – 1 Loan for \$104,000

Premier Bank

Jefferson – 1 Loan for \$899,000

Premier Community Bank

Scandinavia – 1 Loan for \$61,310

**Racine County Business
Development Corp.**

Racine – 1 Loan for \$95,000

River Cities Bank

Wisconsin Rapids

1 Loan for \$150,000

S&C Bank

New Richmond – 1 Loan for
\$778,000

Eau Claire – 1 Loan for \$700,000

Total: 2 Loans for \$1,478,000

State Bank of Cross Plains

Cross Plains – 1 Loan for
\$763,000

State Bank of La Crosse

Sparta – 1 Loan for \$37,500

Temecula Valley Bank NA

Temecula, CA

1 Loan for \$442,600

The Northwestern Bank

Chippewa Falls

1 Loan for \$150,000

The Riverbank

Osceola – 1 Loan for \$1,000,000

Town Bank

Madison - \$95,000

US Bank NA

Cincinnati, OH

11 Loans for \$1,210,700

US Bank NA

San Diego, CA

2 Loans for \$626,000

Waukesha State Bank

Waukesha – 5 Loans for \$720,000

Wells Fargo Bank NA

San Jose, CA

11 Loans for \$1,479,100

**Wisconsin Business Development
Finance Corp.**

Monona – 18 Loans for
\$10,791,000

Wood County National Bank

Wisconsin Rapids

1 Loan for \$101,000

**Microlenders for
June 2004****Wisconsin Women's Business
Initiative Corporation**

1 Loan for \$10,000



SBA LOAN PROGRAMS
WHICH ONE FITS YOUR BUSINESS NEEDS?
FREE WEEKLY ONLINE INFORMATION SEMINAR

Join us each Wednesday for this online training program:

-  Learn about different SBA Loan programs
-  Requirements for SBA Loans
-  Ask questions

This program is conducted by a member of the Wisconsin SBA District Office. It is designed for persons wanting to know more about SBA loans to start-up a business or to expand a business.

This is an online internet and telephone presentation. There is **NO COST** to participate.

WHEN: Each Wednesday from 9 a.m. to 10 a.m.

HOW: To reach the audio portion of the training, call toll-free (866) 740-1260 and enter the access code 3056302. To log into the Internet portion, go to <http://www.readytalk.com>. Click on "Join a Conference" and enter the same access code 3056302.

It is a good idea for first time participants to test their website browser compatibility prior to the call by going to <http://www.readytalk.com/test.html>.

If you only have access to a telephone, you will still be able to participate with just the audio portion. If you only have access to the internet and do not call in, you will not hear the audio portion of the program.

WISCONSIN SMALL BUSINESS ADMINISTRATION

www.sba.gov/wi